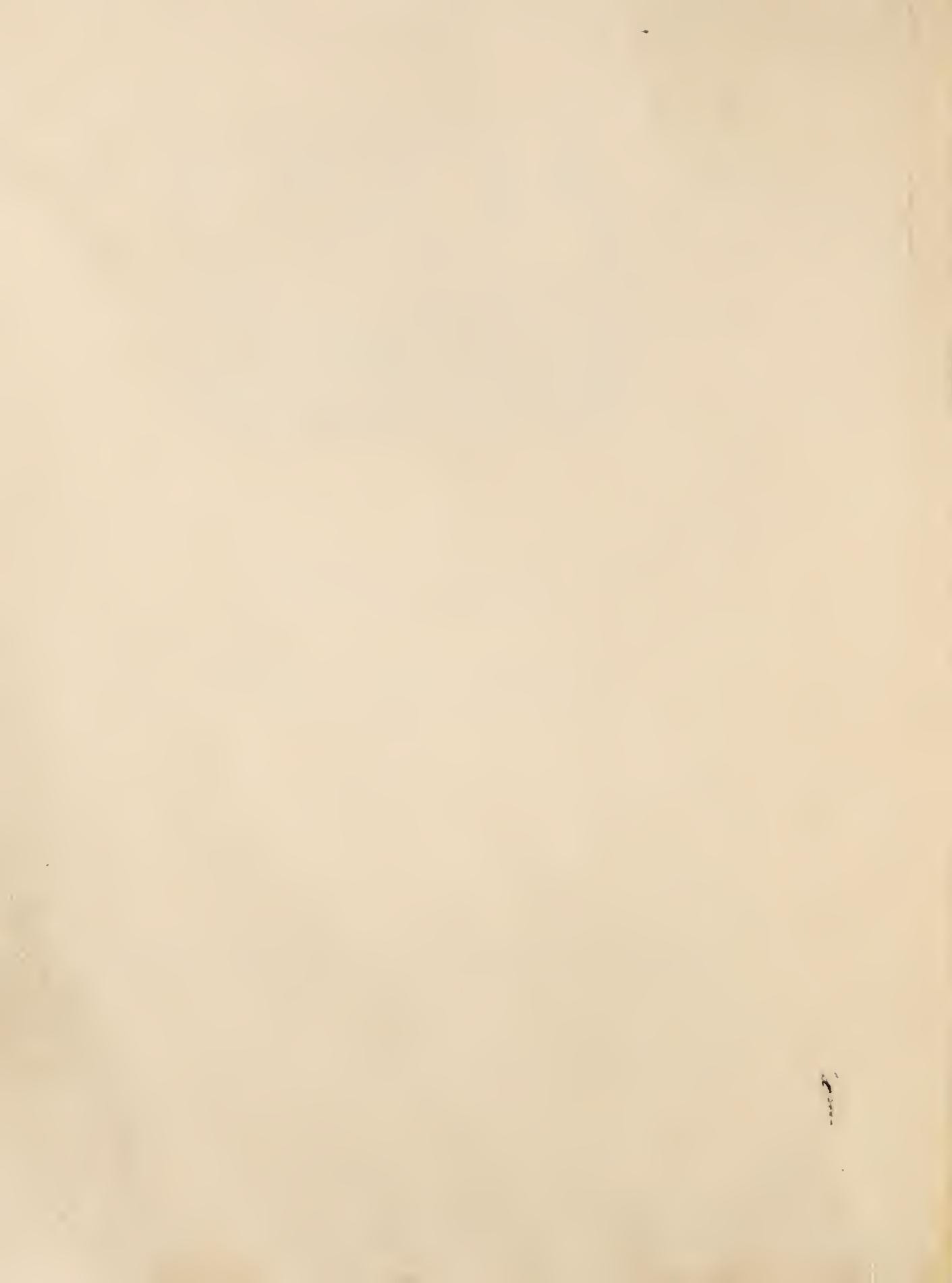


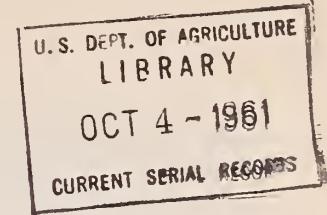
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FAMILY ECONOMICS REVIEW



**Institute of Home Economics, Agricultural Research Service,
UNITED STATES DEPARTMENT OF AGRICULTURE**

Prepared for home demonstration agents and home economics specialists of the Agricultural Extension Service, this publication reports current developments in family and food economics, and economic aspects of home management.

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Growth Through Agricultural Progress

FACTS ABOUT FAMILIES AND FAMILY MEMBERS

Facts and figures from recent Census Bureau surveys have important implications for home economics educators. Some of these are presented on this and the following pages. More detailed information about households, marriage and childbearing of women, family incomes, and education of men is available in the publications from which these data were taken. 1/

Households and families

Households in the United States totaled about 53.3 million in March 1961. A household as defined here includes all persons who occupy a room or group of rooms having direct access from outside or through a common hall, or a kitchen or cooking equipment for the exclusive use of the occupants. These households included 45.3 million (85 percent) which were family groups--that is, two or more related persons living together--and 8 million which were made up of either a single individual or a group of unrelated persons. (See table 1.)

A husband-wife couple headed 74 percent of all households, and 87 percent of those classified as families. (Only a few married couples--about 2 percent of the total--did not maintain their own households.) Women without spouses headed 18 percent of all households, and men without spouses 7 percent.

Only 3.7 million, or 7 percent of the total number of households, were farm households. A larger proportion of farm than nonfarm households were headed by husband and wife and a smaller proportion were comprised of unrelated individuals. Women headed only 9 percent of farm households, as compared with 19 percent of those not on farms.

The 1961 household total was 681,000 higher than that for 1960. It is not comparable with figures from years prior to 1960 due to changes in Census definitions of a household and the inclusion of Alaska and Hawaii in the count since 1960. The count of farm households is also affected by the new Census definition of a farm.

Marriage and childbearing

More women are marrying sometime during their lifetime, and they are marrying at a younger age than in previous decades. Only 5 percent of the

1/ Data for this report are from the following publications of the U.S. Bureau of the Census: Households and Families, by Type: 1961. Series P-20, No. 109. July 1961; Marriage, Fertility, and Childspacing: August 1959. Series P-20, No. 108. July 1961; Average Income of Families Up Slightly in 1960. Series P-60, No. 36. June 1961; School Enrollment and Education of Young Adults and Their Fathers: October 1960. Series P-20, No. 110. July 1961.

Table 1.--Households by type, United States, nonfarm and farm: March 1961

Type of household	United States		Urban and rural nonfarm		Farm	
	Number	Percent	Number	Percent	Number	Percent
					Thousands	Percent
All households	53,291	100	49,554	100	3,737	100
Families	45,278	85	41,798	84	3,480	93
Husband-wife	39,565	74	36,451	74	3,114	83
Other male head	1,179	2	1,035	2	144	4
Female head	4,534	8	4,312	9	222	6
Unrelated individuals ..	8,013	15	7,756	16	257	7
Male	2,725	5	2,580	5	145	4
Female	5,288	10	5,176	10	112	3

Note: Detail may not add to total because of rounding.

white women 35 to 39 years old in 1959 had never married, compared with 9 percent of those 70 to 79 years of age. ^{2/} Although a single woman has less chance of marrying after 35 than before, it can be expected that some will marry, reducing further the proportions of this group who are spinsters.

Even among young women 20 to 24 years old in 1959 only 14 percent were still unmarried. The estimated median age at first marriage for these women born in 1935 to 1939 (after adjusting for possible future marriages of those still single in 1959) is 19.8 years. This means that they will have become brides about 2 years younger, on the average, than the generation born between 1910 and 1919, which included many of their mothers.

Of all the women married for the first time between the years 1955 and 1959, one-fifth were not over 17 years old. The age distribution of brides in this period was as follows:

Age at first marriage:	<u>Percent of women first married in 1955-59</u>
14 to 17 years	21
18 and 19 years	27
20 and 21 years	24
22 to 24 years	14
25 to 29 years	8
30 years and over	6

^{2/} The data in this report are for white women only. They are presented in this way because data for nonwhite and white women combined, or separate but in comparable form are not available for all topics discussed.

Within 14 months after marriage approximately half of the women married for the first time between 1955 and 1959 were mothers, and within 18 months 60 percent were. Of those who were brides in 1950-54, three-fifths had had their second child by the time they were married 5 years, and one-third had borne three children within 7 years.

The present trend is in the direction of fewer no-child and one-child families, and more with two, three, or four children. In 1959, less than 10 percent of the women 30 to 39 years old and ever married were childless. (See table 2.) This was a smaller proportion than that for older women (beyond the childbearing age). It was also considerably smaller than the proportion reported for all women (white and nonwhite) in the 30 to 39 age group in 1950. The average number of children born so far to ever-married women who were 30 to 34 years old in 1959 was 2.6, compared with 2.3 for women 45 to 49 years of age. And the average number of children ever born to the younger of these groups will undoubtedly be increased before they reach the end of the childbearing period.

Table 2.--Number of children ever born to white women 15-44 years old and ever married, by age, August 1959

Age of women	Percent by number of children ever born							
	Total	None	1	2	3	4	5-6	7 or more
Total, 15 to 44 years:								
15 to 19 years	100	50	36	12	2	---	---	---
20 to 24 years	100	25	33	28	10	2	1	*
25 to 29 years	100	13	20	29	21	11	6	1
30 to 34 years	100	9	14	30	24	13	8	2
35 to 39 years	100	10	15	28	23	12	9	3
40 to 44 years	100	13	17	28	19	11	8	4

Note: Detail may not add to total because of rounding.

* Less than 1 percent.

Traditionally women in rural areas have had larger families than women in urban areas, and they still do. However, indications are that the difference between them has been diminishing in recent years due to a greater increase in the number of children born to urban as compared with farm women.

Family incomes in 1960

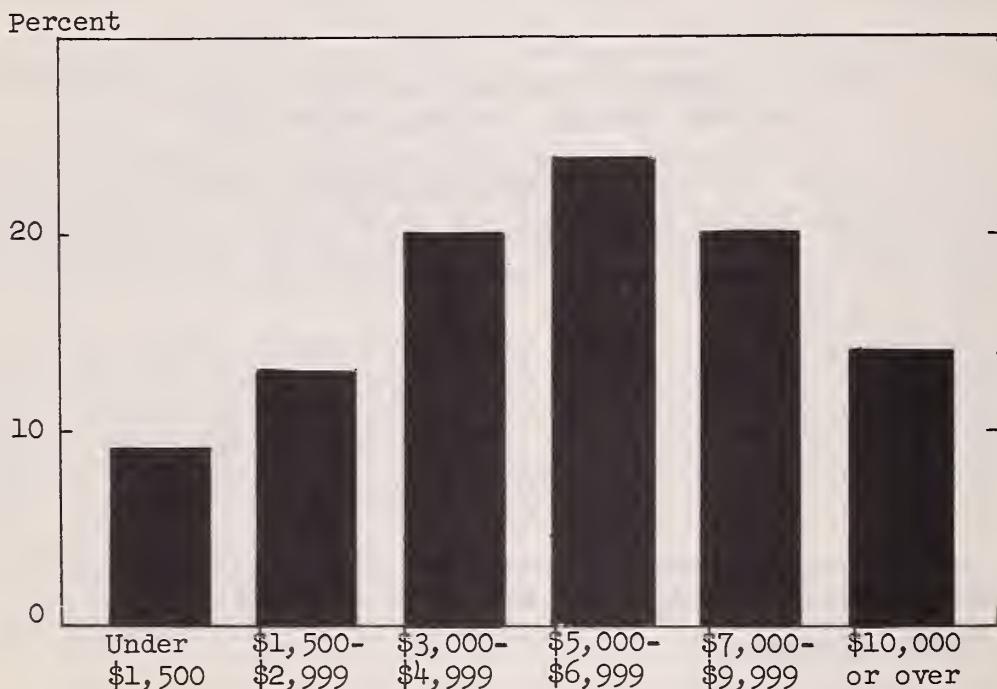
The average (median) money income of families in the United States in 1960 was \$5,600, which was about \$200, or 4 percent, higher than in 1959. This represents the combined total money income (before taxes) received by all family members from wages, salaries, self-employment (net), and other sources,

such as net rents, interest, dividends, social security benefits, pensions, and other Government payments. The average money income of farm families was \$2,875.

Families in which the head was a full-time worker during the year had a median income of \$6,600. Farm families among these had \$3,337, and urban and rural nonfarm families \$6,832. The lowest income families included many in which the head was retired or unemployed.

The chart below shows how money incomes were distributed between all U.S. families. About 22 percent had incomes under \$3,000; 20 percent had between \$3,000 and \$5,000; 24 percent had between \$5,000 and \$7,000; and the remaining 34 percent had \$7,000 or more.

FAMILIES BY TOTAL MONEY INCOME, 1960



Education of young men

Increasing family incomes reflect, in part, the rising level of education of family members. ^{3/} Many young family heads are likely to be able to earn better incomes than their fathers at the same age because they are better equipped with formal education. In October 1960, half of the young men 20 to 24 years old were better educated than their fathers, in terms of level of schooling completed. They would probably improve this record somewhat before leaving the classroom forever, for some were still in school when Census Bureau made the survey, and others might enroll again. The difference in the

^{3/} For a report on the relationship between income and education see Family Economics Review for June 1961, pages 22 to 25.

educational attainment of fathers and sons was especially notable at the high school level. Over two-thirds of the men in their early twenties had a high school diploma as of last October, compared with one-third of their fathers.

Of the young men whose fathers did not graduate from high school, 43 percent left school before high school graduation. However, 57 percent did graduate, 34 percent terminating their schooling at this point and 23 percent entering college. Eight percent dropped out before finishing the college course, but 12 percent were still enrolled and 3 percent had graduated. (See table 3.)

Table 3.--Educational status of men 20 to 24 years old and of their fathers, October 1960

Educational status of father	Educational status of men 20-24 years old					
	Total	Did not graduate from high school	Graduated from high, did not go to college	Attended college		
		Percent	Percent	Percent	Percent	Percent
All	100	32	32	10	20	6
Did not graduate from high school	100	43	34	8	12	3
Graduated from high school:						
Did not attend college	100	10	36	17	28	8
Attended college:						
Did not graduate ..	100	6	24	16	40	14
Graduated from college	100	4	8	10	62	16
Not reported	100	42	38	10	7	3

Note: Detail may not add to total because of rounding.

Of the 20-to-24-year-olds whose fathers graduated from high school but did not attend college, over half had remained in school longer than their fathers. In October 1960, 28 percent were attending college, 8 percent were graduates, and 17 percent had been college students for a time at least.

The young men whose fathers started but did not finish college included 14 percent who were already college graduates and 40 percent currently enrolled. An additional 16 percent had, like their fathers, entered college but dropped out.

Many of the young men whose fathers had college degrees were either college graduates (16 percent) or on their way to this goal (62 percent were attending college). Ten percent of this group started college and dropped out before finishing.

EMPLOYMENT OF HUSBANDS AND WIVES IN AN OHIO CITY

Although husbands are the chief breadwinners in most U.S. families, the number of women joining their spouses in the labor force has risen in the past decade and continues to rise. Married women (husbands present) accounted for 18 percent of the total labor force in 1960, compared with 14 percent in 1950. 1/

The Household Economics Research Division is conducting a series of studies to collect information about the household management practices of married women who have accepted work away from home and to learn what the economic implications (for the families participating) of their employment might be. How much of the wives' earnings do expenses related to their jobs take? Do certain family expenses increase when wives work away from home? What contributions can they make to family income? The first study of Job-Related Expenses and Management Practices of Working Wives was conducted in four small cities in Georgia in 1958. 2/ The second was done last year in Ohio, and the third this year in North Carolina.

In the Ohio study, data were collected from urban and open-country families in the East Central part of the State. Along with information about job-related expenses and home management practices of employed wives, the data provided a good picture of the employment of husbands and wives in one-couple households (husband and wife, with or without other members) in the urban area--Zanesville, a city of about 39,000 people.

To locate a sample of families having all the qualifications required for participation in the study, a total of 2,302 randomly selected households were visited in the city. From each one that was headed by a husband and wife and had no other couple living in it, information was obtained about the employment of husband and wife during the 12 months from May 1, 1959 to April 30, 1960. One-couple households numbered 1,455 which accounted for 63 percent of all households.

1/ U.S. Department of Labor. Marital and Family Characteristics of Workers, March 1960. Special Labor Force Report No. 13, p. 3. April 1961.

2/ A preliminary report of the Georgia study is available from the Household Economics Research Division, ARS, USDA. It is Job-Related Expenditures of Working Wives, by Emma G. Holmes. (1958)

Nearly all (84 percent) of the husbands worked at least sometime during the schedule year, and two-thirds worked full time. The 14 percent who were not employed were mainly retired men. About a fourth of the husbands were employed as operatives or had similar jobs. A fifth were either self-employed or held professional or managerial positions. The entire distribution was as follows:

Type of employment:	<u>Percent of husbands</u>
Operative, kindred workers	27
Professional, managerial, proprietors	20
Craftsmen, foremen	14
Clerical, sales	11
Laborers	8
Service workers	5
Retired, not employed	14
No information	2

One out of three of the wives were gainfully employed outside the home during at least part of the schedule year. Of those working, 42 percent held regular full-time jobs (2,000 or more hours), 28 percent worked 1,000 to 1,999 hours, and 27 percent were employed less than 1,000 hours. Three percent gave no information about the number of hours they worked.

The pattern of occupations for the Ohio women followed closely that of women workers in the United States as a whole.^{3/} The largest occupational group (35 percent) was employed in clerical or sales jobs. A somewhat smaller proportion (31 percent) were operatives, mainly in factories and potteries. Another 17 percent held professional or managerial positions, and 15 percent were service workers, such as waitresses, beauticians, and nurses' aides.

The gainful employment of wives varied by age, family type, and household size. More of the women 35 to 49 years old worked away from home than of any other age group, as the following shows:

Age of wife:	<u>Percent employed</u>
All	33
Under 35	37
35-49	39
50-64	30
65 and over	5

Fewer women were employed if they had preschool children than if they had only older children, 6-17 years of age--25 percent compared to 41 percent. In households of all adults, 33 percent of the wives had jobs outside the home. Women were less likely to work if there were seven or more living at home than if their households were smaller.

^{3/} See footnote 1/, p. 8.

Place of residence influenced the employment status of wives in the Ohio study areas as it does in the United States as a whole. Considerably more urban than open-country women had jobs away from home sometime during the year--33 and 21 percent, respectively. However, of the wives gainfully employed, those in the open country were more likely to work full time than their urban sisters. Half of the employed wives whose homes were outside the city worked full time, compared with 42 percent of those living in Zanesville. 4/

--Janis Moore

SOCIAL SECURITY LAW AMENDED

Major revisions were made in the Old Age, Survivors, and Disability Insurance program in 1961. As of August 1961, men may retire at age 62 (instead of 65), just as women have been able to do since 1956. Those who decide to take benefits at age 62 will get less per month, however--about 20 percent less than they would get at 65. The same amount of social security credit is needed to start receiving benefits at the earlier age as at 65. A man reaching age 62 in 1961 needs 3-1/4 years of work under social security to qualify for old age insurance benefits.

Minimum monthly retirement payments are higher. The lowest benefit most workers 65 years of age or over will receive is \$40--increased from \$33. Also, aged widows' benefits are increased by about 10 percent.

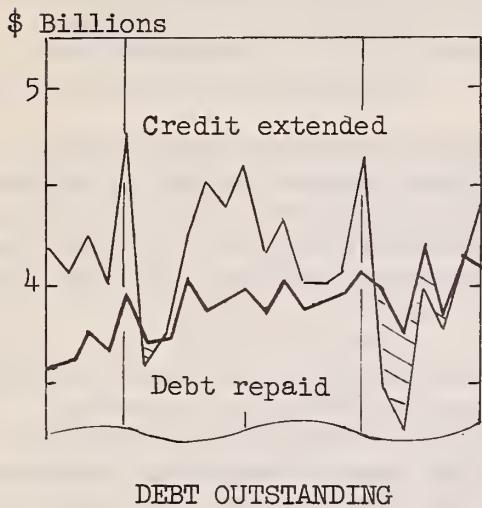
Some people who receive OASDI benefits and also work in paid employment will have less withheld from benefits. Under the amendment of 1960, workers could earn \$1,200 a year without loss of benefits, and lost \$1.00 in benefits for every \$2.00 earned between \$1,200 and \$1,500. Under the new amendment, workers can earn \$1,200 a year without loss of benefits, and will have \$1.00 withheld for each \$2.00 earned between \$1,200 and \$1,700. This means that a person earning between \$1,500 and \$1,700 can get more in combined earnings and benefits than he would have before this amendment became effective.

Beginning January 1, 1962, the social security tax rate will go up from 3 percent to 3-1/8 percent on wages and salaries for employees, and from 4.5 to 4.7 percent on income from self-employment. The maximum amount of taxable income is still \$4,800.

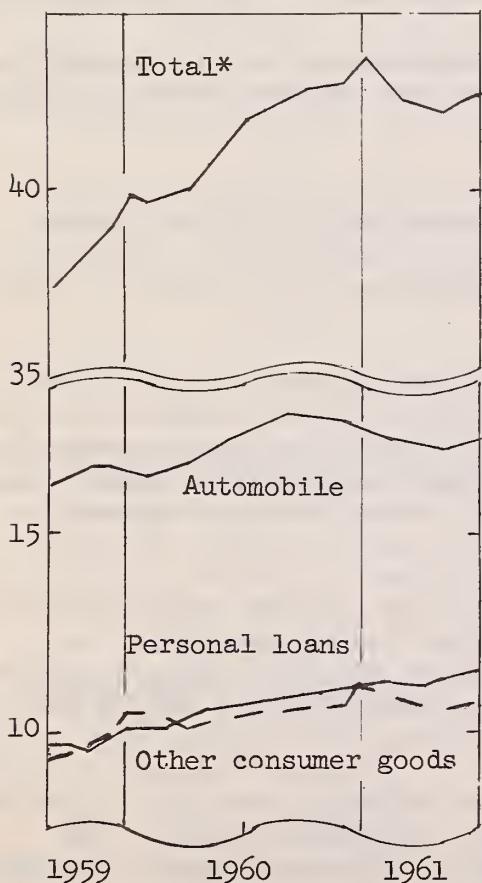
4/ A report on the employment of husbands and wives in three of the four counties in the rural sample is available from the Household Economics Research Division, ARS, USDA. It is Employment of Husbands and Wives in Low-Income Rural Areas, by Emma G. Holmes. (1960)

CONSUMER INSTALLMENT CREDIT IN 1961

CREDIT EXTENDED, DEBT REPAYED



DEBT OUTSTANDING



* Includes home repair and modernization loans, not shown separately.

Consumers were somewhat more moderate in using installment credit during the first 6 months of 1961 than in the same period of 1960. Each month they assumed less installment debt than last year, but kept payments on their debts at a high level (upper chart). Total debt outstanding continued to drop after the usual January decline, instead of resuming the upward trend as it did last year (lower chart).

Debt outstanding on automobiles and "other consumer goods" (such as household equipment, furniture, and clothing) slacked off a bit early in 1961, but debt on personal loans kept rising. For several years now debt for personal loans has increased more consistently than that for the other three types of installment debt. Since April 1960, people have owed more on personal loans than on "other consumer goods," which used to be second only to automobiles. Debt for home repair and modernization (not shown on chart), always a relatively small amount, varied little in 1961.

At the end of June 1961, U.S.A. consumers owed more than \$42 billion on installment debts--an average of \$231 per person. Of this amount, about \$17 billion was automobile debt, \$11 billion debt for "other consumer goods," \$11 billion for personal loans, and \$3 billion for home repair and modernization loans.

--Emma G. Holmes

Source: Federal Reserve Bulletin.
October 1960-August 1961.

CHEESE BUYING GUIDE

The housewife who has had difficulty in choosing among the many products displayed on the cheese counter of the neighborhood food store will find a new publication of the Agricultural Marketing Service helpful. It is Cheese Buying Guide for Consumers, Marketing Bulletin No. 17, U.S. Department of Agriculture.

The homemaker may select from a wide variety of natural cheeses, among which are Cheddar, Roquefort, Edam, Swiss, Stilton, Gorgonzola, Brie, and many others. Among these she will find cheeses ranging from soft to very firm and from mild to very sharp; ripened and unripened; made from cow's, goat's, or sheep's milk; originating in many States and countries; and selling under many brand names.

Natural cheese is made by separating the milk solids from milk by curdling, then separating the curd from the whey by heating, stirring, and pressing. The flavor and body and texture characteristics are due to many factors such as: kind of milk used; method used to curdle the milk; type of bacteria or molds used in ripening; amount of seasonings added; the conditions of ripening--temperature, humidity, length of time.

In addition to natural cheese, there are many kinds of process cheese and related products. The following descriptions of some of these show how they differ from natural cheese.

Pasteurized process cheese.--A blend of fresh and aged natural cheeses which have been shredded, mixed, and heated (pasteurized), with no further ripening. Melts easily when heated. May consist of one or two or more varieties of natural cheese, contain pimentos, fruits, vegetables, meats, or have a smoked flavor.

Pasteurized process cheese food.--Made in much the same way as pasteurized process cheese. Contains less cheese, with nonfat dry milk or whey solids and water added. Cheese food is milder in flavor, softer in texture, spreads more easily, and melts more quickly than process cheese because of the added moisture. May contain pimentos, fruits, vegetables, meats, or have a smoked flavor.

Pasteurized process cheese spread.--Made the same way as process cheese food, but generally contains more moisture making it more spreadable. A stabilizer is also used to prevent separation of ingredients. Cheese spreads also may contain pimentos, fruits, vegetables, meats, or have a smoked flavor. Spreads often come in jars.

Coldpack cheese.--A blend of fresh and aged natural cheese (as in process cheese) but mixed until smooth without heating. It spreads easily. The flavor is usually aged or sharp and may be smoked. Coldpack cheese is packed in jars, rolls, or links.

Coldpack cheese food.--Is similar to coldpack cheese but includes other dairy ingredients--nonfat dry milk or whey solids and water--as in process cheese food. Sugar or corn syrup may be added. Also may contain pimentos, fruits, vegetables, meats, or have a smoked flavor. It is packaged in the same way as coldpack cheese.

What to look for on the label

When buying cheese it is advisable to read the label on the package or container as it carries important descriptive information that will help the housewife decide on the cheese to best serve her needs. The name of a natural cheese appears as the variety such as "Cheddar cheese," "Swiss cheese," or "Blue cheese." Information pertaining to the age or degree of curing also appears. For instance, Cheddar cheese may be labeled as "mild," "medium," or "mellow," or "aged" or "sharp." Process cheese labels include the words "pasteurized process," with the variety or varieties of cheese used.

Cheese food and cheese spreads will be labeled as such. All the ingredients used in preparation of these products are listed on the respective label along with the kinds or varieties of cheese used in the mixture. Also the milkfat and moisture content may be shown.

Coldpack cheeses are labeled in the same manner, except that "club cheese" or "Comminuted cheese" may be substituted for the name "coldpack cheese."

FOOD AND DRUG LABELING

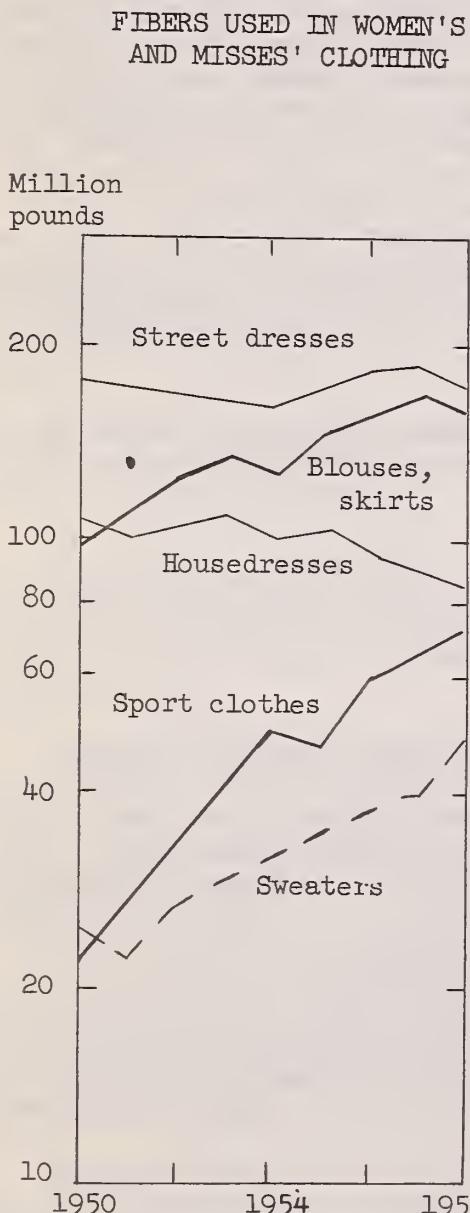
The Food and Drug Administration has announced the following changes:

Federal Hazardous Substance Labeling Act.--The time of enforcement of the Federal Hazardous Substance Labeling Act has been extended to February 1, 1962 for all hazardous substances other than the highly toxic, extremely flammable, and flammable. It was to have become effective August 31, 1961, but more time was needed to issue final regulations. For a more detailed discussion of the law see the March 1961 issue of Family Economics Review.

Labels on soft drinks.--All nonalcoholic carbonated beverages will be required to have a label stating the ingredients used in them, beginning June 15, 1962. These soft drinks have been exempt from the labeling requirement since January 21, 1941.

CASUAL CLOTHING WINS FAVOR WITH WOMEN

The changes that have occurred during the past decade in the manufacture of women's and misses' clothing reflect a more relaxed way of living. Production of women's casual wear (as measured by the quantity of cotton, wool, and manmade fibers used in making it) increased rather sharply, while production of dresses changed relatively little.



The chart opposite shows the changes in production of street dresses, housedresses, blouses and skirts, sweaters, and sport clothes (slacks, slack suits, jackets, playsuits, shorts, and sunsuits) from 1950 to 1958. (A "ratio" chart was used in order to get the widely differing figures for the five items into the same picture. In this type of chart equal vertical rises in the lines denote equal percentage changes.)

Evidently women enjoy the comfort and ease of care of separates, as well as the variety they permit when they are coordinated in color and style. The popularity of slacks, playsuits, and other sport clothes may have been influenced by the move to the suburbs. Many women are wearing this type of clothing in place of a dress for housework and for leisure wear.

Dresses (street and house varieties) took about half of the total amount of cotton, wool, and manmade fibers used in making the five types of garments in 1958, as compared with two-thirds in 1950.

--Lucile F. Mork

Source: Textile Organon.
January 1960 and 1961.

STOCKPILING FOOD FOR SURVIVAL

Some suggestions for planning a food and water stockpile are given in a publication prepared by the U.S. Department of Agriculture and the Office of Civil and Defense Mobilization--Family Food Stockpile for Survival, Home and Garden Bulletin No. 77. (Single copies free to individuals on request from Office of Information, U.S. Department of Agriculture, Washington 25, D. C.)

This publication recommends two methods of home food storage for emergencies:

1. Increase your regular food supply so there will always be a 2-week supply of food for the family in the home. Replace food as it is used.

2. Store and maintain in your fallout shelter or home a special 2-week stockpile of survival foods. Choose foods that will keep for months without refrigeration, require little or no cooking, yet will provide a reasonably well-balanced family diet.

Select the method that best meets your situation, or a combination of the two. The important thing is to have enough food in the home to last until it is safe and possible to get other foods.

Consider the needs and preferences of family members when selecting foods for storing. Familiar foods are likely to be more acceptable in times of stress.

Kinds and quantities of foods suitable to store are shown in the table. Amounts suggested will supply the calories needed by one adult for 2 weeks. If a family consists of four adults, four times these amounts would be needed. Teenagers are likely to need more than the amounts shown; younger children need less.

By including, each day, foods from the eight groups listed, a family can have a reasonably nutritious diet.

A minimum of 7 gallons of water per person should be provided for drinking and meal preparation.

Stockpile foods should be in cans, jars, or tightly sealed paper containers. Whenever possible, choose cans and jars in sizes that will fill the family's needs for only one meal.

Many other helpful suggestions on food in emergencies are included in the bulletin. There are meal plans showing how to use the various foods given in the table, a list of equipment for cooking and serving, suggestions on the maximum replacement period for the various kinds of foods, and detailed instructions for supplying water.

Guide for reserve food supply

Kind of food	Amount per person for--		Remarks
	1 day	2 weeks	
1. Milk	Equivalent of 2 glasses (fluid)	Equivalent of 7 quarts (fluid)	Equivalents of 1 quart of fluid milk-- Evaporated milk: three 6-ounce cans or one 14-1/2-ounce can Dry milk: 3 to 3-1/2 ounces
2. Canned meat, poultry, fish, cooked dry beans, and peas	2 servings	28 servings (8 to 9 pounds)	Suggested serving of-- Canned meat, poultry, or fish: 2 to 3 ounces Canned mixtures of meat, poultry, or fish with vegetables, rice, macaroni, etc.: 8 ounces Condensed soups containing meat, poultry, fish, or dry beans or peas: one-half of a 10-1/2-ounce can
3. Fruits and vegetables	3 to 4 servings	42 to 56 servings (about 21 pounds, canned)	Suggested serving of-- Canned juice: 4 to 6 ounces, single strength Canned fruit or vegetable: 4 ounces Dried fruit: 1-1/2 ounces
4. Cereals and baked goods	3 to 4 servings	42 to 56 servings (5 to 7 pounds)	Suggested serving of-- Cereal: quick-cooking: 1 ounce Ready-to-eat puffed: 1/2 ounce; flaked: 3/4 ounce Other ready-to-eat: 1 ounce Crackers or cookies: 1 ounce Canned bread, steamed pudding, and cake: 1 to 2 ounces Flour or flour mixes: 1 ounce Macaroni, noodles: dry: 3/4 ounce; cooked or canned: 6 ounces

Guide for reserve food supply--Continued

Kind of food	Amount per person for--		Remarks
	1 day	2 weeks	
5. Spreads for bread and crackers	According to family practices		Examples: Cheese spreads, peanut butter, jam, jelly, sirup, honey, apple butter, relish, catsup, mustard.
6. Fats and vegetable oil	-----	Up to 1 pound or 1 pint	Amount depends on extent of cooking possible. Kinds that do not require refrigeration.
7. Sugars, sweets, and nuts	-----	1 to 2 pounds	Sugar, hard candy, gum, nuts, instant puddings.
8. Miscellaneous	According to family practices and extent of cooking possible.		Examples: Coffee, tea, cocoa (instant). Dry cream products (instant). Bouillon products. Flavored beverage powders. Salt and pepper. Flavoring extracts, vinegar. Soda, baking powder.

Adapted from Family Food Stockpile for Survival. Table 1, pp. 4-5.

CENSUS COUNTS TELEPHONES AND TELEVISION SETS

Three out of four households had a telephone in March 1960, according to the Census Bureau. Availability of a telephone ranged from 45 percent for the lowest income group (under \$1,500) to 95 percent for the highest; from 67 percent for rural households to 79 percent for urban; and from 62 percent for households made up of a single individual to 81 percent for those in which there were children between the ages of 6 and 17 years.

Of the households with no telephone, 70 percent do have one means of communication--the television. Television ownership was reported by 89 percent of U.S. households in May 1961. It is high in all regions, and on farms (where 80 percent have TV) as well as cities (90 percent). The households least likely to have a TV set are those composed of one person alone. Only 67 percent of these have televisions, compared with about 95 percent of the households with 3 to 5 members.

PERSONAL CONSUMPTION EXPENDITURES, 1960

Expenditures for goods and services for personal consumption averaged \$1,821 per person in the year 1960, according to U.S. Department of Commerce data. Expenditures for the various commodities and services making up the total were as follows:

	<u>Dollars</u>	<u>Percent</u>
Total personal consumption expenditures ...	1,821	100.0
Food, beverages, and tobacco	485	26.6
Clothing, accessories, and jewelry	188	10.3
Personal care	29	1.6
Housing	234	12.8
Household operation, furnishings, and equipment	254	13.9
Medical care and death expense	118	6.5
Transportation	225	12.4
Personal business (bank and legal services, interest on personal debt) ..	114	6.3
Recreation	107	5.9
Private education and research	25	1.4
Religious and welfare activities	26	1.4
Foreign travel and net expenditures abroad (i.e., less expenditures in United States by foreigners)	16	.9

Spending for nondurable commodities amounted to 46 percent of the total, durable commodities 13 percent, and services 40 percent. The proportion of personal consumption expenditures going to services has increased steadily for a number of years and this trend continued in 1960. Services took only 32 percent of total expenditures in 1950.

Source: U.S. Department of Commerce. Survey of Current Business, p. 14. July 1961. Current Population Reports. Series P-25, No. 234. August 15, 1961.

ESTIMATED COST OF 1 WEEK'S FOOD

The table on the opposite page presents the estimated cost of 1 week's food to be prepared and served at home. The estimate is based on quantities of food in the low-cost, moderate-cost, and liberal plans. The plans are available as a leaflet--Low-Cost, Moderate-Cost, and Liberal Food Plans, HHE(Adm.)-146. The cost of food for a specific family can be estimated from the table, since costs are given for individuals of different ages.

Estimated Cost of 1 Week's Food, 1/ July 1961--U.S.A. Average

Sex-age groups	Low-cost plan	Moderate-cost plan	Liberal plan
	<u>Dollars</u>	<u>Dollars</u>	<u>Dollars</u>
<u>FAMILIES</u>			
Family of two, 20-34 years <u>2/</u>	14.00	19.00	21.30
Family of two, 55-74 years <u>2/</u>	12.40	17.00	19.00
Family of four, preschool children <u>3/</u>	20.80	27.70	31.50
Family of four, school children <u>4/</u>	24.10	32.30	36.60
<u>INDIVIDUALS</u>			
Children:			
Under 1 year	3.10	3.80	4.10
1-3 years	3.70	4.70	5.30
4-6 years	4.40	5.70	6.80
7-9 years	5.30	6.80	7.80
10-12 years	6.10	8.20	9.40
Girls, 13-15 years	6.50	8.70	10.00
16-19 years	6.50	8.70	9.90
Boys, 13-15 years	7.00	9.60	10.90
16-19 years	8.30	11.20	12.70
Women:			
20-34 years	5.50	7.60	8.50
35-54 years	5.30	7.30	8.30
55-74 years	5.00	6.90	7.80
75 years and over	4.80	6.40	7.30
Pregnant	6.90	8.90	9.80
Nursing	8.60	10.90	12.10
Men:			
20-34 years	7.20	9.70	10.90
35-54 years	6.70	9.00	10.10
55-74 years	6.30	8.60	9.50
75 years and over	6.10	8.20	9.10

1/ These estimates were computed from quantities in low-cost, moderate-cost, and liberal food plans published in tables 2, 3, and 4 of the October 1957 issue of Family Economics Review. Quantities for children were revised January 1959 to comply with the 1958 NRC Recommended Dietary Allowances. The cost of the food plans was first estimated by using the average prices per pound of each food group paid by nonfarm survey families at three selected income levels. These prices were adjusted to current levels by use of Average Retail Prices of Food in 46 Large Cities Combined released periodically by the Bureau of Labor Statistics.

2/ Ten percent added for family size adjustment. For derivation of factor for adjustment, see pages 3 and 4 of the September 1960 issue of Family Economics Review.

3/ Man and woman 20-34 years; children, 1-3 and 4-6 years.

4/ Man and woman 20-34 years; children, 7-9 and 10-12 years.

CONSUMER PRICES

Table 1.--Index of Prices Paid by Farmers for Commodities Used in Family Living
(1947-49 = 100)

August 1960; December 1960-August 1961

Item	Aug. 1960	Dec.	Jan. 1961	Feb.	March	April	May	June	July	Aug.
All commodities	119	119	119	119	119	119	119	119	119	119
Food and tobacco	--	118	--	--	118	--	--	118	--	--
Clothing	--	120	--	--	119	--	--	119	--	--
Household operation	--	117	--	--	119	--	--	118	--	--
Household furnishings	--	103	--	--	102	--	--	102	--	--
Building materials, house..	--	120	--	--	121	--	--	121	--	--
Auto and auto supplies ...	--	140	--	--	137	--	--	136	--	--

Source: U.S. Department of Agriculture, Agricultural Marketing Service.

Table 2.--Consumer Price Index for City Wage-Earner and Clerical-Worker Families
(1947-49 = 100)

July 1960; November 1960-July 1961

Item	July 1960	Nov.	Dec.	Jan. 1961	Feb.	March	April	May	June	July 1961
All items	127	127	128	127	128	128	128	127	128	128
Food	121	121	121	121	121	121	121	121	121	122
Apparel	109	111	111	109	110	110	110	110	110	110
Housing	131	132	132	132	132	132	132	132	132	132
Rent	142	143	143	143	143	143	143	143	144	144
Gas and electricity	125	126	126	126	126	126	126	126	126	126
Solid fuels and fuel oil	133	136	137	140	141	141	140	136	136	136
Housefurnishings	104	104	104	104	104	104	104	104	104	104
Household operation	137	138	138	138	138	138	139	139	139	139
Transportation	146	146	146	146	146	146	146	147	148	148
Medical care	156	158	158	158	159	160	160	160	161	161
Personal care	133	134	134	134	134	134	134	134	134	134
Reading and recreation ...	122	122	122	122	123	123	124	124	124	124
Other goods and services ..	132	133	133	133	133	133	133	133	133	134

Source: U.S. Department of Labor, Bureau of Labor Statistics.